



# CONFERENCE PROCEEDINGS ICMRP 2013

International Conference on Innovation  
Challenges in Multidisciplinary Research &  
Practice, ICMRP 13 -14 December 2013, Kuala  
Lumpur, Malaysia



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Proceedings of the International Conference on  
Innovation Challenges in Multidisciplinary Research &  
Practice, ICMRP 13 -14 December 2013, Kuala Lumpur,  
Malaysia

ISBN: 978-969-9347-15-3

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Printed and bound by: *Ideas Pro Print Publishing*

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## **AESTHETIC EXPERIENCE BY PRODUCT INTERACTION: EFFECTIVE USAGE OF TRADITIONAL HAND COMBAT PRODUCT THROUGH TECHNICAL PHILOSOPHICAL MEASUREMENT**

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### **ABSTRACT**

In Malaysia, the body experience in product interaction has a growing potential study in understanding the user behavioural evidence. Specific measurement has contributed an obstacles issue in design process in reviewing user mind in product interaction. Therefore, conceiving the essential relation between product and users is a crucial effort to fill the gap in this new discourse. Recently, comprehension on fundamental user knowledge of product interaction has been extensively studied to understand the aesthetic factor in product usability. To demystify the user knowledge of interaction, this paper focuses on integration of practical senses to extract the user behaviour in its capability to contribute an effective system in product usage. On the basis of traditional Malay hand combat tool design, this paper aims to determine the fundamental input that requires the essential understanding of practical senses by the users and how it affect the product usage effectiveness. In order to understand the user conception, this study employs the user knowledge framework by Margolin (1997) which is commonly related to the relationship of role of experience and several user dimensions; 1)the social dimension 2)inventive dimension 3)operational dimension 4)aesthetic dimension. An experiment that involved a group of participants who use the traditional Malay combat tool was closely observed to collect philosophical substances through pragmatic evaluation. According to the findings, user knowledge of aesthetic experience gained from their behaviour analysis constructed a technical philosophy. It also provides implementation of logical user body dimension and technical philosophy, and user aesthetical visual perceptions contributed LAeffective framework and efficiency in LA hand combat tool usage. These components implementation reveals a dynamic analytical value in user conception. Resultant from the study is utilized to set up a designuser system for designing Malaysian products considering the aesthetic experience based on previously created design and the user knowledge input.

**Keywords:** User knowledge, product interaction, Aesthetic Experience, Malay hand combat tool, product usage